

Habits

Subtitle

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Your University

- Increased willingness to self-disclose on smartphone
- 3 field studies & 2 (preregistered) experiments

2 mechanisms

- Feeling of comfort when using smartphone
- Increased focus, as it is more difficult to enter data on a smartphone (touchscreen, smaller screen)

$$\sum_{i=1}^N i$$

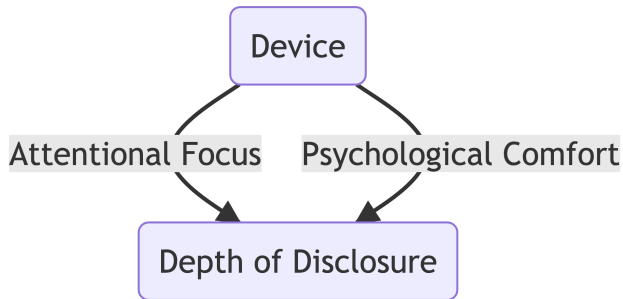


Figure 1: Alternative to the authors' theoretical process models

Self-disclosure on smartphones vs personal computers

- Results from three large-scale field studies and two controlled experiments
- Consumers tend to be more self-disclosing when generating content on their smartphone versus personal computer
- This increased willingness to self-disclose on one's smartphone arises from the psychological effects of two distinguishing properties of the device: feelings of comfort and narrow focus attention
- Important marketing implications, including the creation of content that is perceived as more persuasive by outside readers

The impact of smartphones on self-disclosure

- Consumers tend to be more self-disclosing on their smartphones due to feelings of comfort and narrow focus attention
- This tendency is found in a wide range of domains including social media posts, online restaurant reviews, open-ended survey responses, and compliance with requests for personal information in web advertisements
- The enhancing effect of smartphones on self-disclosure yields several important marketing implications

The role of smartphones in user-generated content

- Two trends in consumer markets: the emergence of online communication and the dominance of smartphones as the platform of choice
- Consumers are more likely to generate content on their smartphones than their personal computers
- As consumers continue to generate content on their smartphones, this shift may be altering what consumers share about themselves and what firms can learn about their customers
- This has significant marketing implications, including how firms can leverage these findings and whether they may generalize to other emerging technologies.